



THE CITY OF SAN DIEGO  
**City Planning & Community Investment Department**  
**Redevelopment Agency**  
City Redevelopment Division

**FOR IMMEDIATE RELEASE**  
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**City Seeks Public Participation in North Park Redevelopment**  
*Project Area Committee Elections to Be Held Next Week*

SAN DIEGO – As part of an effort to ensure ongoing public participation in the North Park redevelopment process, the City's Redevelopment Agency will hold its annual election for the 12-member North Park Redevelopment Project Area Committee (PAC) from 6:00 p.m. to 8:00 p.m. on Tuesday, February 12, 2008. The election will be held at the San Diego National Bank Building located at 3180 University Avenue.

The PAC is the official community organization comprised of elected community representatives who advise and consult with the City of San Diego's Redevelopment Agency and also provide community input and recommendations regarding redevelopment projects within the project area, particularly those projects that affect residential uses. The PAC is structured to have equal representatives from local renters, home owners, businesses, property owners, and community organizations.

Voters must be at least 18 years of age and must reside in the North Park Redevelopment Project Area, or own a business or property located in the project area, or have representation status from a community organization serving the Project Area.

Eight seats are open for election: two community organization seats, two business/property owner seats, two resident tenant seats and two residential owner-occupant seats.

The North Park Redevelopment Plan (approved March 1997) encompasses 555 acres located within the greater north park community planning area. Through redevelopment, a project area receives focused attention and financial investment to reverse deteriorating trends, create jobs, revitalize the business climate, rehabilitate and add to the housing stock, as well as to gain active participation and investment by residents.

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Redevelopment in the North Park Redevelopment Project Area focuses on the revitalization of North Park's commercial corridors, with special attention paid to the revitalization of the El Cajon Boulevard and University Avenue corridors. Historic preservation and public art are incorporated features within the redevelopment focus.

PAC meetings are open to the public, and all interested parties are encouraged to attend. The North Park PAC meets monthly on the second Tuesday of each month. Meetings are held at the San Diego National Bank Building located at 3180 University Avenue from 6:00 p.m. to 8:00 p.m.

Voters may register at the election. Early registration is also available for eligible voters by contacting **Michelle Rosenthal** at (619) 236-6268 or **MRosenthal@sandiego.gov**, City Redevelopment Division, Civic Center Plaza, 1200 Third Avenue, Suite 1400, San Diego, CA 92101. Additional information is available on the North Park Redevelopment Project Area Web site at **[www.sandiego.gov/redevelopment-agency/northpar.shtml](http://www.sandiego.gov/redevelopment-agency/northpar.shtml)**.

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*The City of San Diego Redevelopment Agency eliminates blight from designated areas, as well as achieves the goals of development, reconstruction and rehabilitation of residential, commercial, industrial, and retail districts. Redevelopment is one of the most effective ways to breathe new life into deteriorated areas plagued by social, physical, environmental or economic conditions that act as a barrier to new investment by private enterprise. **The City of San Diego Redevelopment Agency consists of three divisions:** the City Redevelopment Division (which provides overall agency management and is housed in the City of San Diego's City Planning & Community Investment Department), the Centre City Development Corporation and the Southeastern Economic Development Corporation.*